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The Fifth Estate

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Broadcasting Apr 10

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Vol. 116 No. 15

Broadcasting Apr 10

End of an era... After nearly eight years of government service—two as FCC chairman—Dennis Patrick says he will resign, confident of leaving "an important legacy." PAGE 27.

Patrick

Two heads are better than one... ABC splits its entertainment division in two, with Robert Iger responsible for prime time and Michael Brockman, who joins network from CBS, overseeing new division comprising daytime, children's and late-night entertainment. PAGE 30.

NBC's prime time victory... Arbitron market-by-market sweeps figures document NBC's victory and CBS's strong second place. PAGE 35.

31/**NO APPEAL**
NCTA board votes not to appeal FCC's reimposition of syndicated exclusivity.

34/**TV AT 50**
Fiftieth anniversary of television's unveiling at 1939 World's Fair will be commemorated at various venues, including Smithsonian exhibit that includes these school lunch boxes and thermos sporting popular TV shows of day.

40/**LATE SHIFT**
WNBC-TV New York moves *Inside Edition* to 2:30 a.m. King World says program is firm go for 1989-90.

41/**DISNEY DILEMMA**
Disney-owned KHJ-TV Los Angeles runs ads promoting two Disney-produced series airing on competing stations in market.

42/**UNDER ONE ROOF?**
As noncommercial TV's annual meeting in San Diego gets under way, system looks at options to centralize its program decisionmaking process.

46/**LION OF A SALE**
Australia-based Qintex Group buys portion of MGM/UA as part of billion-dollar deal. Latter's majority shareholder will buy back parts of MGM/UA, including its TV production unit and library, name and lion.

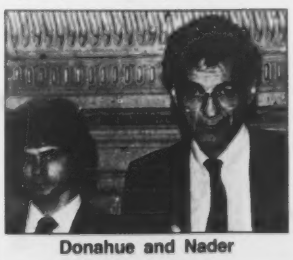
52/**JOINT VENTURE**
Britain's second largest commercial program producer teams up with two veteran U.S. producers to form Zodiac Inc.

56/**FOR EFFECT**
For those looking for new spins, colors and ways to manipulate images, there will be plenty of graphics and special effects hardware on display at NAB '89.

60/**SOVIET VIEW**
BROADCASTING talks to top Soviet TV engineer about need for global HDTV standard and why some in U.S. question Soviet involvement.

62/**NEW ENTRY**
New multiple-format, satellite-delivered service, Braiker Radio Services, joins already stiff competition.

76/**FAIRNESS STUDY**
Study authored by Jim Donahue of Essential Information (group founded by Ralph Nader) says deregulation has led to fewer public affairs shows on TV. FCC and NAB disagree.



Donahue and Nader

74/**NAB PUSH FOR REREGULATION**
NAB President Eddie Fritts says "the time has come" to call on Congress for reregulation of cable industry.

95/**WORLDVISION VIEW**
Former college athlete John Ryan now quarterbacks one of largest TV program distributors as president-CEO of Worldvision Enterprises.

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3

Compulsory License

FCC voted in October 1988 to recommend Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying move would benefit consumers, broadcasters and cable programing services (BROADCASTING, Oct. 31, 1988).

What Congress will do is unknown. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Crossownership

■ *Telco-cable*—FCC tentatively concluded by 2-1 vote in July 1988 to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas.

However, FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices." Capital Cities/ABC, Great American Broadcasting (formerly Taft Broadcasting) and New England Television (WNEV-TV Boston) were first to apply for waivers under new policy; their requests are still pending.

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

Total of 10 permittees and applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds 10 times more powerful than average C-band birds will mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes would then theoretically lead to expanded home satellite market well beyond current two million C-band consumers. Variety of large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground. Most agree on need to bring together "business system," including consumer equipment manufacturers, programers and cable operators, last as likely retailers to home market.

Hughes Communications, operator of largest fleet of U.S. C-band satellites, top cable operator Tele-Communications Inc., through subsidiary, Tempo Enterprises, and group broadcaster Hubbard Broadcasting are among applicants proposing to launch services as early as 1992.

FCC staff says that, once its paired orbital assignment proposal is settled—not for "several months"—assignments will be made. Due to spectrum shortage, they say, possibility exists that comparative process may have to be devised.

High-Definition TV

■ FCC's advisory committee on advanced television service (ATS) is preparing to approve second interim report on progress toward recommendation of HDTV transmission standard. ATS Chairman Richard Wiley has sent draft of report to members of group's "blue ribbon" committee. It is expected to be approved during meeting of group on April

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL [*]
Commercial AM	4,948	268	5,216
Commercial FM	4,174	676	4,850
Educational FM	1,383	257	1,640
[illegible]	[illegible]	[illegible]	[illegible]
FM translators	1,689	392	2,081
Commercial VHF TV	545	24	569
Commercial UHF TV	517	229	746
Educational VHF TV	121	6	127
Educational UHF TV	217	28	245
[illegible]	[illegible]	[illegible]	[illegible]
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
[illegible]	[illegible]	[illegible]	[illegible]
VHF translators	2,717	118	2,835
UHF translators	2,111	457	2,568

CABLE†

Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

[*] Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Calif. 94948.

Also in April

April 17-19—*Association of National Advertisers* creative advertising promotion strategy. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

April 18—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Robert Wright, president-CEO, NBC. Century Plaza hotel, Los Angeles. Information: (818) 953-7575.

April 19—*Federal Communications Bar Association* monthly luncheon. Robert Johnson, president-publisher, *Newsday*. Marriott hotel, Washington.

April 19—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Topic: "The 1990's: the Interactive Decade." Speakers: Phil Boyer, senior VP-international and program development, Capital Cities/ABC Video Enterprises; Norman Horowitz, president-CEO, MGM/UA Telecommunications; Ronald A. Katz, president/CEO, FDR Interactive Technologies; and Lee Masters, executive VP-general manager, MTV Music Television. Copacabana, New York. Information: (212) 765-2450.

April 19-22—Seventh annual National Hispanic Media Conference, hosted by *National Association of Hispanic Journalists, Hispanic Academy of Media Arts and Sciences* and *National Association of Hispanic Publications*. Convention Center, San Juan, Puerto Rico. Information: (202) 783-6228.

April 19-23—*National Broadcasting Society, Alpha Epsilon Rho*, 47th national convention. Riviera hotel, Las Vegas.

April 20—*International Radio and Television Society* newsmaker luncheon. Speakers: Geraldo Rivera and Sally Jessy Raphael, talk show hosts; Bud Carey, VP-general manager, WNBC-TV New York; and Marvin Kitman, media critic, *Newsday*. Waldorf-Astoria, New York. Information: (212) 867-6650.

April 20-21—*National Association of Telecommunications and Advisors* regional telecommunications conference. Adam's Mark hotel, St. Louis.

■ **April 20-21**—*Kentucky Broadcasters Association* spring convention. Executive Inn, Rivermont, Owensboro, Ky. Information: (502) 692-3126.

April 21—Regional seminar, "Focus on Cable," sponsored by *NATPE Educational Foundation*. Chicago Hilton, Chicago. Information: Sarah Key, (213) 282-8801.

April 21—*National Academy of Television Arts and Sciences* presidents' programing conference. Weston hotel, Atlanta. Information: Trudy Wilson, (212) 586-8424.

April 21-22—*Kentucky Cable Television Association* general membership meeting. Drawbridge Inn, Covington, Ky. Information: Randa Wright, (502) 864-5352.

April 21-26—25th annual *MIP-TV, Marches des International Programes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 24—"Cable: Remaking the Deal," luncheon panel on how cable is changing the flow of programing in Hollywood, sponsored by *National Academy of Cable Programing* during National Cable Month. Beverly Wilshire hotel, Los Angeles. Information: Lisa Taylor, (202) 775-3611.

April 24—Regional seminar, "Focus on Cable," sponsored by *NATPE Educational Foundation*. New Orleans Hilton, New Orleans. Information: Sarah Key, (213) 282-8801.

April 26—*Canadian Association of Broadcasters* forum, "Taking the Lead," "a far-ranging plan that sets the course for private broadcasting in the 1990's." King Edward hotel, Toronto. Information: (613) 233-4035.

April 26—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Michael Gartner, president, NBC News. Copacabana, New York. Information: (212) 765-2450.

April 27—*National Radio Standards Committee* meeting. Room 16N, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5391.

April 27-29—*Broadcast Education Association*'s 34th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

April 28—"Current Business Opportunities in HDTV," seminar sponsored jointly by law firm of *Davis, Graham & Stubbs* and *HDTV Newsletter*. Ramada, Las Vegas. Information: Renee Friedman, (303) 892-9400.

April 28-29—*Texas Associated Press Broadcasters* annual convention and awards banquet. Marriott, Austin, Tex. Information: Diana Jensen, (214) 220-2022.

■ **April 29**—*Maximum Service Telecasters* annual membership meeting, held during National Association of Broadcasters convention (see below). Ballrooms F-G, Las Vegas Hilton, Las Vegas.

April 29-May 2—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

April 29-May 3—37th general assembly of World Federation of Advertisers, hosted by *Association of National Advertisers*. Washington. Information: (212) 697-5950 or (202) 659-3711.

May

■ **May 1**—*Maximum Service Telecasters* engineering breakfast, held during National Association of Broadcasters convention (see above). Ballroom F-G, Las Vegas Hilton, Las Vegas.

May 1—*Royal Television Society* annual meeting, hosted by Capital Cities/ABC, during National As-

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Market-by-market sweepstakes: NBC, CBS, ABC

Stations have received their Arbitron books for the February sweeps, which document NBC's prime time victory and CBS's strong second place, the latter on the wings of *Lonesome Dove*.

BROADCASTING's analysis of TV households in prime time for the 212 measured markets shows NBC with 101 outright wins and six ties for first—only slightly down from its November 1988 totals; CBS with 81 wins and six ties—more than double its November market tally, and ABC, at whose expense came most of the CBS gain, with 22 wins and four ties, less than half of its November total.

The following is a list of network daypart audience estimates for TV households in total survey areas during network prime time (Monday through Saturday, 8-11 p.m., and Sunday, 7-11 p.m., ET). Numbers are in thousands (add 000). Boldface numbers indicate market winners. Dashes indicate no primary or secondary network affiliation in that market. Information is copyright © 1989 by Arbitron Ratings Co. and may not be quoted or reproduced without the prior written permission of Arbitron.

ADI (rank)	1989 TSA households (000) ABC	CBS	NBC
Abilene-Sweetwater, Tex. (156)	15	20	**25**
Albany, Ga. (153)	—	—	**52**
Albany-Schenectady-Troy, N.Y. (53)	60	**84**	74
Albuquerque, N.M. (56)	60	54	**73**
Alexandria, La. (166)	5	—	**41**
Alpena, Mich. (211)	—	**6**	—
Amarillo, Tex. (116)	27	**28**	25
Anniston, Ala. (192)	—	**13**	—
Ardmore-Ada, Okla. (175)	18	**23**	19
Atlanta (12)	176	220	**264**
Augusta, Ga. (104)	**36**	**36**	29
Austin, Tex. (69)	39	**72**	38
Bakersfield, Calif. (145)	22	**28**	25
Baltimore (22)	130	145	**177**
Bangor, Me. (157)	14	**24**	23
Baton Rouge (93)	49	**54**	47
Beaumont-Port Arthur, Tex. (126)	25	**40**	39
Bend, Ore. (207)	—	—	**5**
Billings-Hardin, Mont. (164)	10	**18**	13
Biloxi-Gulfport-Pascagoula, Miss. (158)	**30**	—	—
Binghamton, N.Y. (136)	13	**42**	19
Birmingham, Ala. (47)	73	41	**121**
Bluefield-Beckley-Oak Hill, W.Va. (144)	18	—	**31**
Boise, Idaho (137)	22	24	**28**
Boston (6)	299	277	**355**
Bowling Green, Ky. (193)	**23**	—	—
Bristol, Va.-Kingsport-Johnson City, Tenn. (87)	18	52	**67**
Buffalo, N.Y. (38)	79	85	**105**
Burlington-Plattsburgh, Vt. (92)	13	**48**	39
Butte, Mont. (188)	6	**11**	5
Casper-Riverton, Wyo. (191)	3	7	**15**
Cedar Rapids-Waterloo-Dubuque, Iowa (78)	40	43	**60**
Charleston, S.C. (108)	30	44	**45**
Charleston-Huntington, W.Va. (51)	53	71	**105**
Charlotte, N.C. (31)	82	**125**	57
Charlottesville, Va. (198)	—	—	**11**
Chattanooga (83)	40	50	**65**
Cheyenne, Wyo.-Scottsbiff, Neb.-String, Colo. (186)	—	**15**	—
Chicago (3)	477	358	**494**
Chico-Redding, Calif. (143)	**29**	21	15
Cincinnati (29)	93	108	**123**
Clarksburg-Weston, W.Va. (162)	—	**26**	21
Cleveland (11)	235	226	**247**
Colorado Springs-Pueblo (99)	36	**39**	38
Columbia, S.C. (86)	22	36	**85**
Columbia-Jefferson City, Mo. (151)	13	**33**	**33**
Columbus, Ga. (115)	**34**	31	19
Columbus, Ohio (33)	85	115	**127**
Columbus-Tupelo, Miss. (131)	7	35	**54**
Corpus Christi, Tex. (122)	26	**27**	**27**
Dallas-Fort Worth (8)	248	**280**	251
Davenport, Iowa-Rock Island-Moline, Ill. (79)	40	51	**58**
Dayton, Ohio (49)	61	**85**	74
Denver (19)	143	137	**171**
Des Moines (66)	41	**64**	60
Detroit (7)	257	222	**352**
Dothan, Ala. (159)	8	**40**	—
Duluth, Minn.-Superior, Wis. (123)	27	**28**	27
El Centro-Yuma, Calif. (181)	5	6	**8**
El Paso, Tex. (102)	31	30	**38**
Elmira, N.Y. (169)	8	—	**13**
Erie, Pa. (141)	21	20	**37**
Eugene, Ore. (120)	24	**31**	16
Eureka, Calif. (187)	—	8	**9**
Evansville, Ind. (91)	41	42	**43**
Fargo, N.D. (109)	28	**35**	30
Flagstaff, Ariz. (205)	—	—	**6**
Flint-Saginaw-Bay City, Mich. (58)	68	40	**91**
Florence, S.C. (132)	18	**51**	—
Fort Myers-Naples, Fla. (98)	19	**42**	41
Fort Smith, Ark. (140)	21	**37**	18
Fort Wayne, Ind. (101)	37	**38**	34
Fresno-Visalia, Calif. (62)	43	48	**53**
Gainesville, Fla. (167)	**20**	—	—
Glendive, Mont. (212)	—	**2**	1
Grand Junction, Colo. (179)	6	**14**	8
Grand Rapids-Kalamazoo-Battle Creek, Mich. (37)	81	78	**98**
Great Falls, Mont. (182)	**12**	11	6
Green Bay-Appleton, Wis. (67)	60	55	**67**
Greensboro-Winston Salem-High Point, N.C. (48)	66	**100**	88
Greenville-New Bern-Washington, N.C. (106)	22	42	**61**
Greenville-Asheville-Spartanburg, S.C. (36)	78	101	**120**
Greenwood-Greenville, Miss. (170)	**20**	13	—
Hagerstown, Md. (196)	—	—	**22**
Harrisburg-Lancaster-Lebanon-York, Pa. (45)	54	67	**110**
Harrisonburg, Va. (199)	**15**	—	—
Hartford-New Haven, Conn. (23)	101	**163**	101
Helena, Mont. (209)	—	—	**4**
Houston (10)	**220**	197	209
Huntsville-Decatur-Florence, Ala. (80)	39	**48**	**48**
Idaho Falls-Pocatello (160)	11	**19**	16
Indianapolis (26)	106	**128**	124
Jackson, Miss. (85)	20	60	**62**
Jackson, Tenn. (180)	**22**	—	—
Jacksonville, Fla. (57)	39	**82**	67
Johnstown-Altoona, Pa. (88)	13	48	**78**
Jonesboro, Ark. (176)	**26**	—	—
Joplin, Mo.-Pittsburg, Kan. (121)	**35**	32	28
Kansas City, Mo. (30)	96	131	**133**
Knoxville, Tenn. (60)	52	53	**74**
La Crosse-Eau Claire, Wis. (129)	17	29	**42**
Lafayette, Ind. (194)	—	**12**	—
Lafayette, La. (113)	29	**57**	—
Lake Charles, La. (173)	—	—	**37**
Lansing, Mich. (105)	—	**49**	45
Laredo, Tex. (199)	**7**	3	4
Las Vegas (94)	28	36	**42**
Laurel-Hattiesburg, Miss. (165)	—	9	**29**
Lexington, Ky. (75)	38	**67**	55
Lima, Ohio (197)	—	—	**19**
Lincoln-Hastings-Kearney, Neb. (95)	17	**51**	14
Little Rock, Ark. (55)	65	77	**86**
Los Angeles (2)	515	514	**685**
Louisville, Ky. (46)	56	91	**95**
Lubbock, Tex. (150)	13	**25**	22
Macon, Ga. (130)	16	**42**	20
Madison, Wis. (90)	32	**46**	37
Mankato, Minn. (208)	—	**12**	—
Marquette, Mich. (184)	—	**18**	—
McAllen-Brownsville, Tex. (114)	23	**30**	22
Medford, Ore. (152)	13	19	**28**
Memphis (41)	51	111	**132**
Meridian, Miss. (177)	**17**	8	5
Miami (14)	156	99	**176**
Milwaukee (28)	88	92	**116**
Minneapolis-St. Paul (13)	143	**213**	167
Minot-Bismarck-Dickinson, N.D. (148)	8	25	**33**
Missoula, Mont. (174)	**17**	14	16

Mobile, Ala.-Pensacola, Fla. (63)	48	81	**82**
Monroe, La.-El Dorado, Ark. (118)	11	**57**	33
Montgomery-Selma, Ala. (107)	11	35	**71**
Nashville (32)	76	140	**144**
New Orleans (33)	70	**128**	122
New York (1)	902	799	**1,052**
Nrflk-Prtsmth-Nwprt Nws-Hmptn, Va. (42)	63	85	**93**
North Platte, Neb. (210)	—	—	**7**
Odessa-Midland, Tex. (146)	20	**28**	23
Oklahoma City (39)	67	**114**	107
Omaha (72)	54	58	**64**
Orlando-Daytona Beach-Melbourne, Fla. (25)	114	115	**151**
Ottumwa, Iowa-Kirksville, Mo. (204)	**15**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (76)	29	**65**	64
Palm Springs, Calif. (178)	**7**	—	**7**
Panama City, Fla. (171)	12	—	**26**
Parkersburg, W.Va. (183)	—	—	**9**
Peoria-Bloomington, Ill. (110)	33	33	**38**
Philadelphia (4)	408	359	**456**
Phoenix (20)	106	**138**	131
Pittsburgh (16)	183	**203**	186
Portland, Ore. (27)	94	112	**114**
Portland-Poland Spring, Me. (73)	43	39	**53**
Presque Isle, Me. (203)	—	**7**	6
Providence, R.I.-New Bedford, Mass. (44)	74	65	**108**
Quincy, Ill.-Hannibal, Mo. (154)	—	27	**29**
Raleigh-Durham, N.C. (34)	84	**108**	47
Rapid City, S.D. (168)	19	3	**14**
Reno (119)	**27**	21	23
Richmond, Va. (61)	60	**75**	65
Roanoke-Lynchburg, Va. (70)	31	**71**	56
Rochester-Austin, Minn.-Mason City, Iowa (147)	21	21	**25**
Rochester, N.Y. (71)	44	50	**54**
Rockford, Ill. (139)	23	27	**35**
Roswell, N.M. (195)	—	**14**	—
Sacramento-Stockton, Calif. (21)	116	124	**149**
St. Joseph, Mo. (189)	**14**	—	—
St. Louis (18)	126	176	**228**
Salinas-Monterey-San Jose, Calif. (111)	**41**	23	38
Salisbury, Md. (163)	11	**25**	12
Salt Lake City (40)	67	77	**80**
San Angelo, Tex. (190)	—	**12**	—
San Antonio,Tex. (43)	60	**92**	86
San Diego (24)	81	**108**	83
San Francisco-Oakland-San Jose (5)	244	272	**276**
Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (112)	23	**25**	21
Sarasota, Fla. (155)	**21**	—	—
Savannah, Ga. (103)	18	**44**	35
Seattle-Tacoma (15)	149	148	**171**
Shreveport, La.-Texarkana, Tex. (65)	60	**78**	73
Sioux City, Iowa (128)	29	15	**35**
Sioux Falls-Mitchell, S.D. (100)	32	**56**	25
South Bend-Elkhart, Ind. (84)	37	52	**63**
Spokane, Wash. (77)	38	**51**	47
Springfield, Mass. (96)	29	—	**45**
Springfield, Mo. (82)	21	55	**62**
Springfield-Decatur-Champaign, Ill. (74)	41	55	**62**
Syracuse, N.Y. (68)	47	63	**65**
Tallahassee, Fla.-Thomasville, Ga. (117)	9	**49**	11
Tampa-St.Petersburg-Sarasota (17)	132	182	**230**
Terre Haute, Ind. (125)	10	30	**35**
Toledo, Ohio (64)	44	73	**83**
Topeka, Kan. (138)	11	**33**	22
Traverse City-Cadillac, Mich. (134)	14	**45**	32
Tucson, Ariz. (81)	36	36	**47**
Tulsa, Okla. (54)	64	**84**	74
Tuscaloosa, Ala. (185)	—	**9**	—
Twin Falls, Idaho (202)	—	**9**	3
Tyler-Longview, Tex. (124)	**45**	14	19
Utica, N.Y. (161)	11	—	**22**
Victoria, Tex. (206)	**14**	—	8
Waco-Temple, Tex. (97)	19	**58**	36
Washington (9)	182	**232**	222
Watertown-Carthage, N.Y. (172)	**15**	**15**	13
Wausau-Rhinelander, Wis. (133)	30	**35**	14
West Palm Beach-Ft. Pierce-Vero Beach, Fla. (50)	24	83	**88**
Wheeling, W.Va.-Steubenville, Ohio (142)	—	**36**	**36**
Wichita-Hutchinson, Kan. (59)	52	**73**	62
Wichita Falls, Tex.-Lawton, Okla. (135)	17	**27**	25
Wilkes Barre-Scranton, Pa. (52)	**73**	62	**73**
Wilmington, N.C. (149)	23	10	**62**
Yakima, Wash. (127)	22	**29**	25
Youngstown, Ohio (89)	39	50	**58**
Zanesville, Ohio (201)	—	—	**11**

Castle Rock is at home in thick of network development

Independent producer formed by ex-Embassy executives has eight network series in the works

Castle Rock Entertainment, with eight pilot projects on the three networks (three at ABC, three at CBS, and two at NBC), has the most of any independent producer, and as such, is in the running to become the next major independent producer of network programing.

The company, founded in July 1987, comprises five partners: Rob Reiner, Glenn Padnick, Alan Horn, Andrew Scheinman and Martin Shafer, who together own a 60% interest in the company, with Columbia Pictures owning the remaining 40%. The Columbia connection is not surprising, considering that all five of the Castle Rock founders had worked together at Embassy Communications, a subsidiary of Columbia, prior to founding Castle Rock.

Horn spent nearly 14 years at Embassy, eventually serving as its chairman and chief executive officer, with responsibility for Embassy Communications, Embassy Pictures, Embassy Television, Embassy Telecommunications, Embassy Home Entertainment and Embassy Communications International. Following Coca-Cola's purchase of Embassy in 1985, Horn joined 20th Century Fox, but left after nine months over what he describes as a dispute with upper management. Shortly after leaving Fox, Horn co-founded Castle Rock.

Padnick was with Embassy for 10 years, the last three as president of Embassy Television, responsible for all production and creative activities. Padnick co-founded Castle Rock when his contract with Embassy expired.

Scheinman came to Castle Rock after producing a number of successful theatrical films. In addition to "Mountain Men," his first film production credit (with Martin Shafer), he also produced "The Sure Thing," "Stand By Me" and "The Princess Bride," all of which Rob Reiner directed.

Reiner first gained fame for his role on the long-running CBS comedy *All in the Family*. In addition to the above-mentioned directorial credits, Reiner also co-wrote and directed the theatrical "This is Spinal Tap," a parody of rock and roll documentaries.

Martin Shafer joined Embassy Pictures in 1983 as a production executive. He eventually was named president of production for that division, and was responsible for the release of such theatrical films as "The Sure Thing," "A Chorus Line" and "Stand By Me."

The five principals of the company are actively involved in all phases of development, both network television and theatrical films. "The theory of the company is that

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position on changing the national program funding system at its fall 1989 meeting. "During the fall," said the options paper, "NAPTS intends to work with CPB in compiling its report to Congress, which is due Jan. 31, 1990, and must include a plan. Unless Congress acts to reject that plan, it will become effective Oct. 1, 1990."

Whatever the answer to congressional charges of inefficiency, a February PBS staff report may have sounded the death knell for public TV's "principle of localism." "Over time," said the report, "public television has found that the theoretical model of encouraging 'a thousand flowers to bloom,' so that each station could assemble its own unique programing bouquet, cannot be squared with economic reality. A chronic shortage of funds has kept the dream of a cornucopia of programs well beyond public television's reach.

"Because public television has never been able to 'seed a thousand flowers,' but has just barely been able to fund its basic needs, stations have had to place much greater reliance on the national program schedule as offered by PBS." That reliance on national programs, it said, is documented by 85% same night carriage of the prime time schedule fed by PBS. Having this past winter gained precommitments from stations to that common carriage, PBS says the schedule can now begin to drive programing decisions, with or without changes in CPB's Program Fund.

For the stations, the desire to streamline the national program funding process is at least 18 months old, PBS President Bruce Christensen told his board just over a month ago, at the same time expressing concern that the public TV system and CPB may be on "different time tracks." CPB's report to Congress may not be seen before the end of this year. "I assure you that CPB wants to participate appropriately in the discussions at public television's annual meeting," CPB President Donald Ledwig said in a Feb. 14 letter to NAPTS President David Brugger. However, he said that same week, CPB will "move ahead with its own study" of national programing, which it believes "is broader than moving money from one group to another." □

New face. GTG Entertainment has announced that Beth Ruyak will join Bill Macatee, the sole remaining anchor of the original four, as the new co-host of *USA Today*. Ruyak replaces Edie Magnus, who is the third of the original four hosts (Kenneth Walker and Robin Young were the others) to leave the show. Ruyak had been Chicago correspondent and weekend co-anchor of the show.

Oscars take top spot for week 28

ABC's broadcast of the 61st Annual Academy Awards ranked number one for week 28 (ended April 2), gathering a 29.8 rating and a 50 share. This was the highest-rated entertainment special this season, and the best ratings performance for an Academy Awards special since 1984's broadcast pulled in a 30.3/50. The 29.8 rating translates into 26.9 million households delivered for some or all of the program. Coupled with the *Barbara Walters Special* (20.3/33) which ran from 8 to 9 p.m., ABC took Wednesday with a 27.2/43.1 evening average.

NBC won week 28 with a 15.8/26.4 over ABC's 14.4/23.8 and CBS's 12.4/20.6. Four of the nightly wins went to NBC, most notably Sunday, which is usually CBS's night. NBC took Sunday with a 16.5/26.9 evening average, over CBS's 15.5/25.5. NBC's Sunday movie, *The Case of the Hillside Stranglers*, posted a 23.1/36 to rank sixth for the week. ABC's Sunday movie, "Beverly Hills Cop," claimed a 19.4/30, while CBS's offering, *The Morning After*, pulled in a 10.2/16. The other nightly wins for NBC were Monday, Thursday and Saturday. ABC took Tuesday, Wednesday and Friday.

In the evening news race CBS won the week with a 10.6/21 over ABC's 10.4/20 and NBC's 9.4/19.

■ In the Arbitron metered markets, the Academy Awards ranked first in nine of 14 markets. For the other five markets, *Cosby* ranked first in three—Atlanta, Boston and Detroit. *Roseanne* ranked first in Cleveland and *The Barbara Walters Special* ranked first in Los Angeles.

Nielsen		Net	
1	29.8/50	A	Academy Awards
2	26.0/42	N	Cosby Show
3	25.5/39	A	Roseanne
4	24.8/40	N	Different World
5	24.4/39	N	Cheers
6	23.1/36	N	NBC Sunday Movie
7	21.2/34	C	Murder, She Wrote
8	21.1/36	N	Golden Girls
9	20.9/32	A	Wonder Years
10	20.4/38	C	60 Minutes
11	20.3/33	A	Barbara Walters Special
12	20.0/32	N	Dear John
13	19.7/31	A	Who's the Boss?
14	19.5/34	N	Empty Nest
15	19.4/30	A	ABC Sunday Movie
16	19.0/37	N	Hunter
17	17.8/31	N	L.A. Law
18	17.8/28	N	Matlock
19	17.6/28	A	Anything But Love
20	17.1/27	N	ALF
21	17.0/28	N	NBC Monday Movie
22	16.9/26	N	Hogan Family
23	16.6/29	C	Knots Landing
24	16.6/26	N	In the Heat of the Night
25	16.3/28	N	Amen
26	15.2/25	A	ABC Mystery Movie
27	15.2/24	N	Unsolved Mysteries
28	15.1/24	A	MacGyver
29	14.9/26	A	Full House
30	14.9/27	N	227
31	14.8/25	C	Dallas
32	14.6/23	C	Designing Women
33	14.3/26	A	Perfect Strangers
34	13.8/21	C	Murphy Brown
35	13.6/26	A	20/20
36	13.5/24	C	NCAA Basketball Champ.: Sat.-2
37	13.5/24	N	Midnight Caller
38	13.2/23	A	Mr. Belvedere
39	12.6/19	N	Night Court
40	12.4/21	C	Newhart
41	12.2/23	C	Falcon Crest
42	12.1/21	A	Just the Ten of Us
43	11.9/19	C	Equalizer
44	11.8/19	N	Family Ties
45	11.6/18	N	Day by Day
46	11.5/19	C	CBS Tuesday Movie
47	11.0/20	A	thirtysomething
48	10.9/17	N	My Two Dads
49	10.8/19	C	Beauty and the Beast
50	10.8/19	C	Kate and Allie
51	10.6/17	C	CBS Wednesday Movie
52	10.4/16	C	Live-In
53	10.3/16	A	Dynasty
54	10.2/16	C	CBS Sunday Movie
55	10.1/17	N	Quantum Leap
56	10.0/16	C	48 Hours
57	9.8/15	C	Hard Time on Planet Earth
58	9.6/15	C	Heartland
59	9.2/14	C	Tour of Duty
60	9.2/14	F	Married...With Children
61	9.2/17	N	UNSUB
62	9.0/15	F	America's Most Wanted
63	8.7/16	N	Friday Night Surprise
64	8.0/14	A	Mission: Impossible
65	7.9/13	A	ABC Family Classic
66	7.9/16	C	West 57th
67	7.9/15	N	Magical World of Disney
68	7.8/13	A	Man Called Hawk
69	7.7/13	N	Nightingales
70	6.9/11	A	Moonlighting
71	5.4/10	F	21 Jump Street
72	5.2/9	A	Heartbeat
73	5.0/9	A	Great Circuses of the World
74	5.0/9	F	Cops
75	4.8/9	A	Men
76	4.5/8	F	Reporters
77	3.8/6	F	Garry Shandling Show
78	3.6/6	F	Beyond Tomorrow
79	2.9/4	F	Tracey Ullman Show
80	2.4/4	F	Duet

Cassandras *

(Week ending March 26)

1	15. Wheel of Fortune, syn.	221	97
2	13.6 Jeopardy	213	98
3	11.3 Cosby Show	194	97
4	9.5 Oprah Winfrey Show	217	99
5	9.3 Wheel of Fortune, wknd.	204	91
6	9.2 Star Trek	232	97
7	7.5 MGM Premiere Network III	164	95
8	7.3 Entertainment Tonight	163	92
9	7.2 Current Affair	146	89
10	7.1 Donahue	225	99
11	6.6 People's Court	192	96
12	5.9 Star Search	150	95
13	5.7 Geraldo	197	97
14	5.3 Mama's Family, syn.	190	92
15	5.3 Win, Lose or Draw, syn.	165	84

The following programs are included, but not ranked:

5.7 Wrestling Network	142	90
9.2 World Wrestling Fed.	241	97

* Nielsen syndicated weekly pocketpiece

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Cable ratings rising

Ratings for the cable networks continued to climb in the first quarter of 1989, with the prime time ratings of 12 networks rising from a combined 14.0 to a 15.9, a 13.6% increase over first-quarter 1988. Leading the way were substantial gains for ESPN, USA and CBN, plus first-ever numbers for TNT. Some of that gain may have come at the expense of superstation WTBS(TV) Atlanta, however, which dropped from a 3.1 to a 2.6.

The drop in WTBS's ratings can be attributed to lower numbers for the NBA. During the first 46 games, running October to March 13 of this year, the NBA scored a 2.4 rating, compared to a 3.0 for the first 46 games last season, representing a drop-off of 170,000 homes. Since WTBS's prime time ratings in the fourth quarter of 1988 were equal to the year-earlier period, this season's NBA decline was most acute in the first quarter. An injury to Boston Celtics star Larry Bird, matchups of less interest to viewers and other competition were all reasons given for the NBA drop-off.

Some of that gain may have been picked up by ESPN and USA. ESPN, up 0.3, said its boxing programing rose from a 2.1 to a 2.5 in the quarter, boosting its increase. College basketball ratings remained the same, and the overall ratings picked up, said Dana Redman, director of research, because ESPN carried no NHL hockey this year, which traditionally scored a 1.0 to 1.1 rating, a drag on the ratings.

USA said its increase was attributed to *Miami Vice* and *Murder, She Wrote*, which it carries from 7 p.m. to 9 p.m. CBN said its continued ratings rebound stems from its scheduling of *Our House* at 7 p.m. and its family movie package at 8 p.m.

Conversely, some of WTBS's loss may also have been to TNT's gain. Its first quarterly ratings came in at 1.4, putting it fourth among cable entertainment services, behind WTBS, ESPN and USA.

Network	*Prime Time*				*Full Day*			
	1Q 89 Rating	*(HH)*	*1Q 88 Rating*	*(HH)*	*1Q 89 Rating*	*(HH)*	*1Q 88 Rating*	*(HH)*
WTBS	2.6	(1,247,000)	3.1	(1,370,000)	1.7	(820,000)	2.0	(865,000)
ESPN	2.2	(1,100,000)	1.9	(861,000)	0.8	(400,000)	0.8	(350,000)
USA	2.2	(1,023,000)	1.8	(751,000)	1.1	(519,000)	1.0	(436,000)
CNN Headline	1.5	(731,000)	1.3	(581,000)	1.0	(487,000)	0.9	(396,000)
TNT	1.4	(326,000)	—	—	0.8	(199,000)	—	—
CBN	1.1	(482,000)	0.8	(317,000)	0.9	(394,000)	0.7	(277,000)
Nashville	1.0	(433,000)	1.3	(502,000)	0.5	(220,000)	0.6	(237,000)
MTV	0.9	(404,100)	0.8	(320,000)	0.6	(269,400)	0.6	(240,000)
Lifetime	0.9	(395,000)	0.9	(313,000)	0.6	(264,000)	0.6	(199,000)
Nick at Nite	0.9	(371,700)	0.8	(271,200)	0.5	(265,000)	0.4	(135,600)
Discovery	0.9	(325,000)	0.9	(266,000)	0.5	(184,000)	0.5	(142,000)
VH-1	0.3	(92,700)	0.4	(101,600)	0.2	(61,800)	0.3	(76,200)
Nickelodeon	—	—	—	—	1.2	(535,200)	1.2	(462,000)
A&E	—	—	—	—	1.0	(373,000)	0.9	(275,000)
FNN	—	—	—	—	0.2	(64,600)	0.1	(27,500)

USA's prime time runs from 7 to 11 p.m., CBN's from 7 to midnight. Lifetime's full day is 7:30 a.m.-1 a.m., Monday-Saturday; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-7 a.m., Discovery's and Nashville's is 9 a.m.-3 a.m., and FNN's is 6 a.m.-8 p.m. A&E figures are the sums of its two program blocks, which run from 8 p.m. to 4 a.m.

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Tuesday begins with a welcome by Alter, and will be followed by an address by Graham Phillips, chairman of Ogilvy & Mather U.S. That will be followed by an all-morning session featuring Shelley Duvall, chairman, Think Entertainment; Tom Freston, president and chief executive officer, MTV Networks; Mel Harris, president, television group, Paramount Pictures; Gerry Hogan, president, TBS Entertainment Networks; Robert Igiel, senior vice president, executive media director, NW Ayer, and Fred Vierra, president, United Cable, discussing programing. That will be followed by remarks by Louis Schultz, executive vice president of Lintas:USA, on balancing media investment to match viewing shifts, and Robert Bolte, director of media services for Clorox, on cable's place in the market. That will be followed by a panel featuring John Hendricks, chairman and chief operating officer, Discovery Channel; Bob Johnson, president and chief executive officer, Black Entertainment Television; Don Mitzner, president, Group W Satellite Communications, and Kevin Rorke, president, American Television & Communications.

Three concurrent sessions in the afternoon will address media planning, spot cable and sports advertising. □

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Gulf + Western	First	$1,350,800	14	$69,200	7	$0.58
Heritage Media	Fourth	$13,745	28	($3,477)	NM	($0.23)
	Year	$46,519	170	($14,254)	NM	($1.35)
Outlet Communications	Fourth	$29,194	16	($2,395)	NM	($0.37)
	Year	$104,288	23	($21,759)	NM	($3.32)
Price Communications	Fourth	$22,083	-3	$19,341	NM	$2.57
	Year	$91,345	-4	($12,481)	NM	($1.66)
Qintex	Second	$32,514	438	$1,770	857	$0.08
Republic Pictures	Year	$51,984	85	$285	-71	$0.07
Telemundo Group	Fourth	$32,025	21	($300)	NM	($0.02)
	Year	$102,086	21	($34,242)	NM	($2.33)

Gulf + Western said its television unit posted largest percentage increase in operating income among its entertainment operations. Growth resulted from syndication of *Webster* and *Star Trek: The Next Generation* and increased operating income at 50%-owned USA Network. ■ **Heritage Media** said each of company's five network-affiliated TV stations had improved 1988 revenue and cash flow, while results for independent station in Oklahoma City were "mixed." Radio group had revenue of $3,946,000, up 34% on pro-forma basis for stations owned both years, while operating cash flow equaled $447,000. ■ Loss for **Outlet Communications'** prior year was $16.9 million, while company posted $42,000 profit, including gain from sale of radio station, in prior-year's fourth quarter. ■ Fourth-quarter net income for **Price Communications** included gain of $31.8 million from sale of stations; full-year income reflected additionally $8.3 million third-quarter gain on station sale. ■ **Qintex**'s current results compared with year-earlier results of predecessor company, Hal Roach Studios. Second-quarter results due primarily to domestic license fees and foreign sales of *Lonesome Dove* mini-series. ■ **Republic** said that losses from discontinued show *On Trial* reduced 1988 net income by $1.3 million. ■ In 1987, **Telemundo Group** had net loss applicable to common shareholders of $6.1 million for fourth quarter and $52.9 million for year. 1988 results include fourth-quarter income of $7.5 million resulting from settlement of issues relating to businesses sold in prior years.